Webinar: Establishing a SNF Preferred Provider Network
- a HealthcareWebSummit Event, 1PM Eastern, Friday, October 16th, 2015

Succeeding as an ACO:
Establishing a SNF Preferred Provider Network
Friday, October 16th, 2015
1:00 - 1:30 p.m. Eastern (10:00 to 10:30 a.m. Pacific)

- Special HealthcareWebSummit 30-Minute Edition
- ACO Skilled Nursing Facility Preferred Provider Networks

- Implications and processes involved in establishing a SNF preferred provider network
- Potential SNF evaluation and selection criteria
- Applicable monthly metrics for SNF reporting
- Case experience of UMass Memorial ACO during development, and after establishment of the network

Faculty:
David Farchild, MD, MPH
Director
BDC Advisors

Attendees receive a free three month subscription to Accountable Care News

Registration

Individual Registration Fee: $95. Post-Event Materials: $45 for attendees; $160 for non-attendees after the event.

Corporate Site licensing also available (see inside for details) Use the form on the back page to fax or mail your registration or call 209.577.4888

Online: To register or get detailed information on the web, go to:
http://www.healthwebsummit.com/aco101615.htm
Accountable Care Organizations must address a spectrum of issues in order to succeed with their attributed patient populations. For Medicare ACOs, managing the delivery of post acute care is a crucial, and problematic process.

With respect to the magnitude and potential involved in managing post acute care, consider that this is where one out of every six Medicare fee for service dollars are spent. Moreover, there is significant variability - a two fold difference - in post acute spending when comparing the national 10th to 90th percentile; while there is only a 20% difference in ambulatory & inpatient spending.

Compounding this problem, is that while hospitals are incentivized to discharge patients quickly, no incentive exists to choose the most cost-effective setting. Furthermore, Skilled Nursing Facilities are motivated to hold onto patients, and there is no underlying incentive for hospital-SNF collaboration.

Development of an ACO Skilled Nursing Facility Preferred Provider Network provides a strategic response to this vexing post acute care dilemma. The UMass Memorial Health Care Post Acute Care Preferred Provider Network developed for the UMass Memorial ACO provides an instructive case study the other Accountable Care Organizations can consider as they address their specific post acute care issues and approach.

Please join us in this special HealthcareWebSummit 30-minute edition with BDC Advisors Doctor David Fairchild, on Friday, October 16th, 2015 at 1PM Eastern, as he discusses the UMass strategy and case experience in *Succeeding as an ACO: Establishing a SNF Preferred Provider Network*.

**Learning Objectives**

In this special 30-minute edition, participants will be able to:

1. Understand the implications involved in establishing a SNF preferred provider network.
2. Learn about the processes involved in choosing preferred SNFs for the network.
3. Develop a list of potential SNF evaluation and selection criteria.
4. Anticipate the expectations of SNFs from the ACO, and vice versa.
5. Identify applicable monthly metrics for SNF reporting.
6. Examine the case experience of UMass Memorial ACO during development, and after establishment of the network with SNF relationships, metrics, and quality assessments.
7. Engage in interactive learning through online question submission, attendee feedback and opportunity for follow-up questions, and networking with attendees, faculty and other professionals through a dedicated LinkedIn group.
Interested attendees would include:

- C-Suite Executives
- Medical Directors
- Care Management Executives and Staff
- Provider Contracting Executives and Staff
- Strategy and Planning Executives and Staff
- Health Reform and Transformation Executives and Staff
- Business Intelligence and Research Analysts
- Managed Care and Revenue Cycle Executives and Staff
- Post Acute Care Operations Executives and Clinicians
- ACO Physician Executives, Board and Committee Members

Attendees would represent organizations including:

- Accountable Care Organizations
- Skilled Nursing Facilities
- Hospitals and Health Systems
- Medical Groups
- Other Providers
- Provider Networks
- Health Plans
- Government Agencies
- Care Management Organizations
- Solutions Providers
- Pharmaceutical Organizations
- Associations, Institutes and Research Organizations
- Media
- Other Interested Parties
David Fairchild, M.D. is a Director at BDC Advisors with a particular expertise in physician organization and engagement, clinical quality improvement, and shared-risk contracting in academic health systems. He has extensive successful experience in the development of Accountable Care Organizations, Clinically Integrated Physician Networks, and Population Health Management strategies.

David has had a distinguished academic and clinical career including over eight years of C-Suite experience serving as a Chief Medical Officer and as a Senior Vice President in major academic health systems, and as President of a Medicare Shared Savings Program (MSSP) ACO. As Chief Medical Officer at the Tufts Medical Center and Associate Professor of Medicine at Tufts Medical School in Boston, David worked with over 1,000 community physicians and faculty in the New England Quality Care Alliance (NEQCA), the first academic system to sign the total cost of care Alternative Quality Contract (AQC) with Blue Cross of Massachusetts. More recently, at UMass Memorial Health Care, he was responsible for the clinical integration of over 1,600 academic and community physicians, a risk-sharing network with commercial and government contracts. He served as the first President of the Health System’s Medicare Shared Savings Program Accountable Care Organization.

David’s specific areas of specialization include: Physician/Hospital Population Health Management Strategy; Accountable Care and CIN Organization and Design; Physician Network Development and Product Design; Health System/Physician Leadership Organization and Governance; Physician Engagement and Compensation; Patient Satisfaction and Consumer Engagement; Physician Organizations and Faculty Practice Plan Development; and Operations Cost Management and Care Process Improvement.

In addition to serving as President of the UMass Memorial Health Care’s MSSP ACO, David served as the system’s Senior Vice President for Clinical Integration, and Professor of Medicine at the University of Massachusetts Medical School. He previously served as Division Chief of General Medicine and Chief Medical Officer at Tufts Medical Center where he was also Associate Professor of Medicine at Tufts University School of Medicine. Prior to joining Tufts, David was the Director of Primary Care Services at Brigham and Women’s Hospital and Assistant Professor of Medicine at Harvard Medical School. Board Certified in Internal
Medicine and a Fellow of the American College of Physicians, David is also a healthcare researcher with a keen interest in physician engagement and quality improvement in ambulatory care settings. He has published over 30 papers on a variety of topics ranging from primary care, population health, hypertension, physician and patient satisfaction. Additionally, David is the editor-in-chief of Physician’s First Watch, an e-publication of The New England Journal of Medicine (NEJM) Group, providing daily medical news to over 160,000 primary care clinicians worldwide.

David received his undergraduate degree from Haverford College in Philadelphia, PA, and his medical degree from the Pennsylvania State University School of Medicine in Hershey, PA. After completing his residency and chief residency at Yale New Haven Hospital in Connecticut, he was a general medicine fellow at the Brigham and Womens Hospital in Boston and earned his Masters of Public Health degree from the Harvard School of Public Health. David also served for three years on the Navajo Reservation as a physician in the Indian Health Service.
Corporate Pricing, Terms and Conditions

Individual vs. Corporate Site License Pricing

- Individual registrations cover a single phone line.
- Multiple persons may listen via speaker phone for the individual registration fee.
- Each individual receives a unique dial-in ID that is not re-useable.
- Corporate pricing is available when registrations are desired for more than one phone line.

Corporate Site License Attendee Registrations

- Organizations individually register all participants for web access and e-mail delivery unless arranged otherwise with MCOL, but corporate pricing will apply based on the number of employees registered.

Eligibility

- Corporate pricing is only available to single organizations, or parent organizations and their affiliates.
- Professional Associations or other groups of separate organizations may not combine for corporate pricing.

Pricing Schedule

Events priced at $95 individually: Site License pricing for one of any $95 individual events is based upon the number of covered connections, according to the following table.

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<td>175-249</td>
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Equivalent Price per employee and total savings compared to individual $95.00 price*:

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* based upon the midpoint of employees in each range